

## Prestige Beauty - UK - December 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The prestige sector saw a 1% growth in value in 2018 as premium brands continue to have a high quality image among consumers. Indeed, usage of premium brands has shown a rise across all sectors, with fragrances remaining the most popular category.”

- Roshida Khanom, Category Director BPC

This report looks at the following areas:

- Informed consumers have driven demand for premium products
- In-store environments are crucial

The prestige beauty sector achieved modest growth of 1% in value in 2018, reaching £2.91 billion, as purchase of premium brands increased from 2016.

Prestige products continue to have a high quality image, with 35% of adults agreeing that they last longer and 24% agreeing that they give better long-term results. Browsing is essential for product discovery, particularly in a bricks and mortar environment; 39% of prestige buyers find out about products whilst browsing in-store.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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### The Market – What You Need to Know

Growth in prestige sector driven by fine fragrances  
Facial skincare declines, whilst body sees a rise  
Rising seniors poses opportunities for the sector  
Money is less of a barrier

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## The Consumer – What You Need to Know

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- Health & beauty retailers are the destination of choice
- Browsing is important
- Consumers pay attention to ingredients
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But they need to be more innovative

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Abbreviations

Consumer research methodology

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